

Meat Board Income Passes \$1.5 Million

The livestock and meat industry last year invested more money than ever before in its own program of meat research, education, promotion and merchandising. At the 45th Annual Meeting of the National Live Stock and Meat Board, it was reported that total income for the Board's program had reached \$1,524,522 in the fiscal year ending April 30, 1968. This was nine per cent above the previous year.

The financial report was presented at the Board of Directors' business meeting, held recently at the Sherman House in Chicago.

The non-profit service organization is supported by funds from growers and feeders of cattle, hogs and sheep, and meat packers — primarily on a per-head basis on livestock marketed and slaughtered. Livestock marketing firms cooperate in the voluntary program by assembling and processing livestock producer funds for the Board.

There are also direct contributions from livestock and meat organizations and individuals for use in the total program; plus "ear-marked" funds for use in the specialized promotion activities of the Beef Industry Council, Pork Industry Commit-

tee and Sausage Council of the Board.

Monies invested in the Board's program came from livestock producers and feeders and packers, in cooperation with marketing firms, in 40 states. Over \$350,500 came through the nation's central markets (stockyards) and farmer-owned cooperatives. Nearly \$260,000 of the funds were handled by livestock auction markets. Meat packer investments on livestock slaughtered in their plants amounted to \$323,900. Funds assembled by packers on livestock purchased directly from farmers and ranchers — rather than through marketing firms — totaled nearly 257,000. Direct contributions and earmarked funds from associations and individuals were in excess of \$90,000. The balance of industry funds were processed by feed lots and livestock order buyers.

Another item of income was the sale of educational and promotional printed materials as well as television commercials by the Board and its Promotion Divisions. Income from these sources, used to help cover costs of production, amounted to \$154,725 — some \$46,500 more than in fiscal year 1966-67.

Funds are now being budgeted for the Beef Industry Council, Pork Industry Committee

STATE'S PIG CROP

A count of hog and pig population on Pennsylvania farms on June 1 shows a total of 487,000 head, a drop of one percent from the same date a year ago. Nationally, the total of 59,014,000 also indicated a one percent decrease from the previous year.

The Pennsylvania Crop Reporting Service says the state's pig crop population includes 419,000 market hogs and 68,000 head of breeding stock.

The State's spring pig crop at 408,000 equaled the number for the previous spring and was 11% above the five-year average.

and Lamb Committee of the Board of direct proportion to the percentage of total income derived from collections and contributions from the cattle, hog and sheep segments of the industry, respectively. Policy has also been established for a continuing review of total Meat Board work to assure equitable appropriation of funds and programs in regard to each of the meats and "meat" in general.

While specializing in the promotion of the specific meats through its Promotion Divisions, the Board continues to work in behalf of all red meat products; in keeping with the philosophy that consumer acceptance and approval of MEAT is essential to consumer acceptance and approval of beef, veal, pork, lamb, sausage and other meat products.

Survey Indicates Need To Improve Milk Quality

Dairy processing plant personnel and storeowners must place more emphasis on improving the quality and flavor of milk the consumer receives, Sid-

ney E. Barnard, Extension dairy specialist at The Pennsylvania State University said recently.

Barnard reported on the findings of a survey of milk quality and flavor in Pennsylvania stores at the annual meeting of the American Dairy Science Association held on the Ohio State University campus.

"Flavor judgments of 145 commercially processed whole milk samples indicated that 25 of the samples were considered to have some degree of rancidity," the Extension specialist pointed out. "This, however, doesn't mean that all these samples were not acceptable for consumption."

The survey has been an attempt to determine milk quality as the consumer receives it, Barnard said. Quart samples have been purchased from more than 100 stores and represent at least 125 different brands. All samples were transported in iced insulated containers to laboratory facilities at Penn State for examination.

Commenting on the results of flavor tests, Barnard pointed out that almost 90 percent of the milk samples rated either good or fair, 10 percent having poor quality. Seventy-three samples were found to have acid degree values below established standards and 33 percent of these had a rancid taste.

The dairy specialist emphasized the need for a program to sample all milk from farms and conduct an immediate flavor check. He also said training programs should be conducted for sales and distribution personnel so they have a knowledge of products and proper handling, particularly with regard to temperature, display case rotation, and degree of light exposure

Off-Farm Income Doubles In 5 Year Period

An average of \$4,400 off-farm income was reported for the 3.2 million farm families in 1965, almost double the \$2,300 per farm family reported in 1960, according to a publication just issued by the U. S. Department of Commerce's Bureau of the Census.

In 1965, the on-farm income (operators share of value of farm products sold minus operating expenses) averaged \$2,900 and in comparison to the \$4,400 off-farm average, reflected the declining proportion of total farm family income produced by farming operations.

Cash wages and salaries were the most important source of off-farm income accounting for almost three-fifths of the total \$14.1 billion off-farm income in 1965. Three out of five farm operator families showed wages and salaries received for off-farm work.

In addition to wages and salaries, the proportions of off-farm income received from other important sources were, government payments 11 percent, net income from nonfarm business or professional services 9 percent, social security and pensions 7 percent, and dividends 5 percent.

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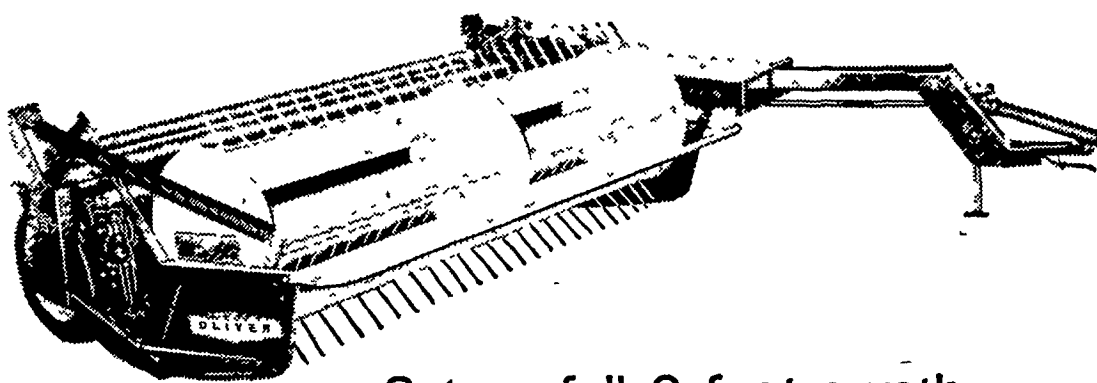
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